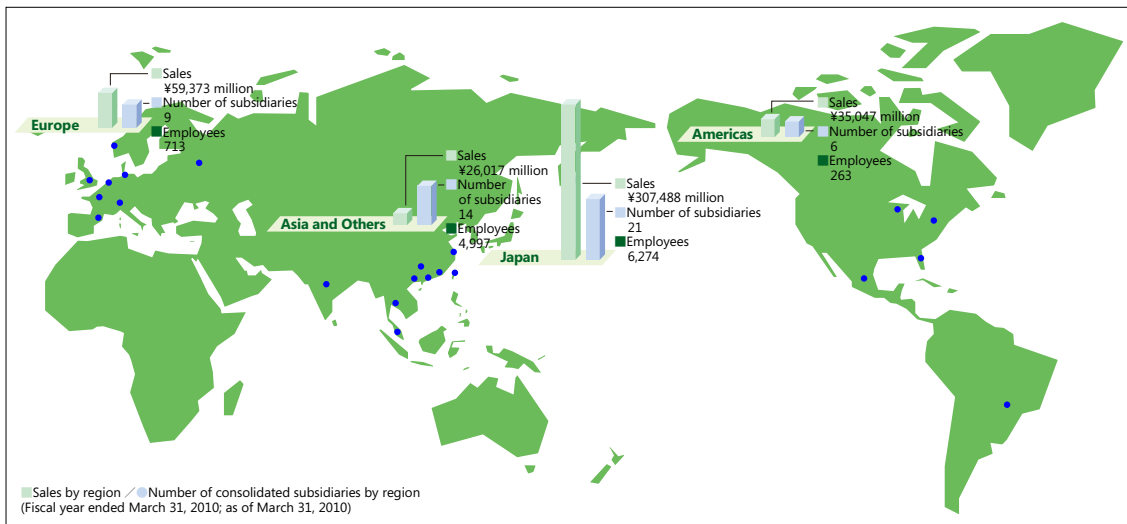


# About the Casio Group

## Company Data (As of end of March 2010, fiscal year ended March 31, 2010)

Name: Casio Computer Co., Ltd.  
 Headquarters: 1-6-2, Hon-machi, Shibuya-ku, Tokyo, Japan  
 Established: June 1, 1957  
 President & CEO: Kazuo Kashio  
 Employees: 2,869 (consolidated: 12,247)  
 Paid-in capital: ¥48,592 million  
 Net sales: ¥427,925 million (consolidated)  
 Operating loss: ¥29,309 million (consolidated)  
 Ordinary loss: ¥25,082 million (consolidated)  
 Net loss: ¥20,968 million (consolidated)

## Global Presence



## Main Businesses

Casio provides products that make the most of its unique digital technologies to create new demand in global markets. Casio develops its products by envisioning what users truly want and need, and constantly works to make them more compact, lightweight, and energy efficient. Casio will keep creating products with superior environmental performance and products with great functions that no one has ever experienced before.

\* The products and services presented here are based on business composition as of June 2010. Cellular phones are made by NEC CASIO Mobile Communications, Ltd.

### Digital cameras

Casio digital cameras deliver outstanding performance in fundamentals like image quality, processing speed, and battery life, but that's not all. They also offer people entirely new ways to do digital photography--ultra high-speed burst shooting made possible by Casio's high-speed image processing technology, and a revolutionary function for creating composite moving images right on the camera. Casio is overturning conventional thinking about what a camera can do, and has the second largest share of the Japanese compact digital camera market (according to a 2009 GfK Japan survey).



HIGH SPEED EXILIM  
EX-FH100



EXILIM ZOOM  
EX-Z2000



EXILIM G  
EX-G1

### Electronic dictionaries

At over 50%, Casio has the top share of the electronic dictionary market in Japan (according to a 2009 GfK Japan survey). The company offers a full lineup of products for diverse customer segments including high school students, foreign language learners, and businesspeople. While delivering ease of use through intuitive touch-panel operations and easy-view color screens, Casio's electronic dictionaries appeal to the universal desire to learn and are packed with all the resources people need to get the job done.



EX-word  
XD-A10000

## Calculators

Casio also commands the largest portion of the calculator market in Japan, with a share of over 50% (according to a 2009 GfK Japan survey). The company has sold over 1 billion units worldwide. The diverse lineup of models ranges from practical business calculators that meet the needs of accounting and finance experts, to scientific calculators that are useful for mathematics education. Casio calculators are popular worldwide thanks to their convenient functions and superior quality.



DS-20DT



fx-993ES

## Label printers and photo printers

Casio products meet a diverse range of printing needs from the home to the office. Casio's unique label printers and photo printers can be used as stationery tools. The Name Land conveniently prints beautiful labels, and the Purinsharu prepares and prints custom postcards without a computer.



NAME LAND  
KL-T100



Purinsharu  
PCP-1300

## Electronic musical instruments

Casio makes the joy of playing music available to more people by developing electronic musical instruments that are easy to play and produce beautiful, natural sound. There is a Casio musical instrument for people at every stage of the musical journey--from electronic keyboards for beginners with keys that light up to show where the fingers should go, to electronic pianos with the beautiful sound and rich power of expression of a grand piano. Casio instruments continue to captivate, making music accessible to all.



Privia  
PX-830

### Timepieces

Casio provides highly appealing timepieces under the G-Shock, Oceanus, Protrek, and other brands. Casio's timepiece product development and marketing approach are unique, driven by advanced electronic technologies, such as a solar-powered radio-controlled function that can receive standard time signals from six radio towers worldwide. In 2009, Casio surpassed the 50-million unit mark for shipment of G-Shock watches. Casio has the top share of the global market for radio-controlled watches.



OCEANUS  
OCW-S1400



G-SHOCK  
GWF-1000



IDC-510J

### Cellular phones

Casio develops innovative cellular phones for the Japanese and US markets. Casio's cellular phones make the most of toughness technologies from the company's other waterproof and shock-resistant products and offer advanced camera performance based on Casio's work with the Exilim digital camera.



au  
Exilim Keitai  
CA005

### Data projectors

Casio's slim, high-brightness data projectors are getting more portable than ever thanks to the company's cutting-edge optical and high density packaging technologies. Using its proprietary Laser & LED Hybrid Light Source, Casio now offers a mercury-free high-brightness projector. Count on Casio for more next-generation projectors.



XJ-A145

### Page printers

Casio's page printers are both environmentally friendly and economical, leveraging a unique, all-in-one system that includes the main printer unit, the toner and the printing software. Casio was the first in the industry to offer toner featuring a carbon offset, and also provides free printing tools to help users save paper. Users appreciate all these advanced features.



SPEEDIA  
N3600

### Electronic cash registers

Casio has the largest share of the electronic cash register market in Japan (according to a 2009 RJC Research survey), thanks to an extensive offering of functions and uses. With the 2007 development of the Net Register service, which enables users to perform sales tracking and management over an Internet connection, Casio cash registers are popular with restaurants and retailers.



TE-5500

### Handheld terminals

Casio is bringing the benefits of IT to a variety of different fields with its lineup of handheld terminals that are both durable and easy to use. The terminals have a wide range of applications—from back-end operations such as inventory management to front-end operations like retail customer service. Casio handheld terminals also serve as communication tools to promote better operational efficiency.



DT-5300

## System Solutions

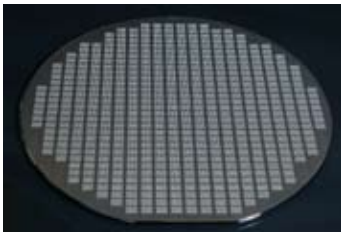
Casio Information Systems develops specialized systems for various industries, business types, and operations. One such system solution is Rakuichi, which provides support for sales management, accounting, and payroll operations at small and medium-size companies. Casio Human Systems offers the ADPS Personnel System and other tools to support the effective use of human resources.



Rakuichi

## Electronic components

Casio Micronics is engaged in consignment production of cutting-edge semiconductor packages (WLP), which are used in many devices including cellular phones. Kofu Casio manufactures electronic components such as small and medium-sized STN/TN LCDs.



WLP

## Molds and plastic molding

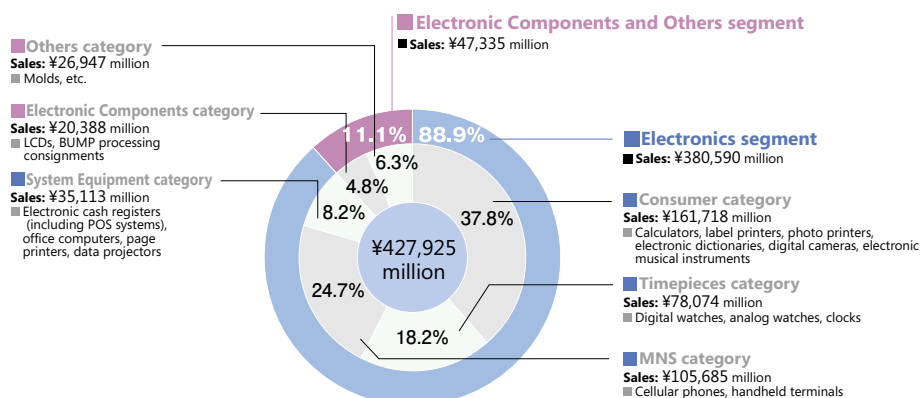
Utilizing the molding technologies it has developed for making Casio products, Yamagata Casio is engaged in consignment production of molds, and the molding of plastic parts for cellular phones and electronic components in automobiles.



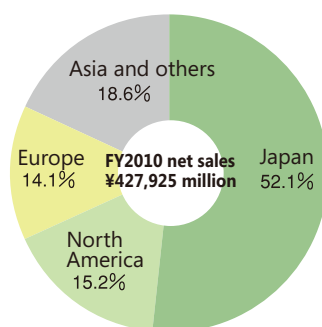
Mold design

## Sales by Segment and Region

### Fiscal 2010 Sales by Segment (Consolidated)



### Sales by Region



## Note on change in segment composition

As a result of the transfer of the TFT business to Toppan Printing Co., Ltd., in April 2010 and the transfer of the cellular phone business to NEC Corporation in June 2010, the financial reporting product segments for Casio will be changed as follows, starting in fiscal 2011 (April 1, 2010 to March 31, 2011).

Segment	Main products
Consumer	Calculators
	Label printers and photo printers
	Electronic dictionaries
	Digital cameras
	Electronic musical instruments
	Digital watches
	Analog watches
	Clocks
System Equipment	Electronic cash registers (including POS systems)
	Office computers
	Page printers
	Data projectors
	Handheld terminals
Others	LCD
	BUMP processing consignments
	Molds, etc.